Content Creators
PROPOSED SCOPE OF SERVICES
revisions based on work plan as reviewed by HUD February 2011

First 60 Days - WEBSITE/PORTAL DESIGN AND IMPLEMENTATION

**Design and Planning Phase**, including initial design and functionality with page launch within two months of commencement of work

**Launch public relations/communications services** including social media and traditional media outreach to inform stakeholders

**Develop deliverables on scope of work** to include benchmarks for web portal design and implementation, indicators and regional report card timeline and evaluation of communication strategy

Months 3-12 - WEBSITE/PORTAL LAUNCH AND MAINTENANCE (10 months)

**Website/Portal Design Completion and Maintenance**, including content creation via photography, videography, editing, webhosting and social media, plus support and staff training through the first 12 months. Design and implementation to include linkage to partners and key stakeholders.

NOTE: Begin to include indicators on website first six months.

Design and develop secure online portal for partner reporting and engagement.
NOTE: Website fully implemented in first six months

**Community Engagement** including large scale community outreach, live and/or virtual convening events, hard copy collateral material, op eds and articles for local and national special interest publications and the addition of alternative outreach (i.e. phone and Ipad apps, work with grassroots organizations to create computer access in schools, churches, libraries, etc.) Social and traditional media public relations on behalf of the partnership.
Stakeholder online surveys for subsequent evaluation.

**Indicators and regional report card**, including work with consortium partners on development and release of the regional report card, utilizing data, benchmarks, indicators and performance measures (Design and Implementation)
NOTE: Full launch of indicators section/regional report card online within first 24 months.

**Provide support for grant renewal and/or leverage of funds**, including work with evaluators to create online and hard copy data visualization and other reports as needed. Support efforts of Partnership in outreach to funders and development of funding proposals.

Months 13-30 - WEBSITE/PORTAL MAINTENANCE (18 months)
**Website/Portal Continuous Improvement and Maintenance**, including content creation via photography, videography, editing, webhosting and social media, plus support and staff training for balance of contract.

**Continue to Build** indicators section/page. Work with consortium partners to follow up on regional report card and use the website to communicate the regional vision and plan. Provide updated versions of the regional report card, utilizing data, data visualization, benchmarks, indicators and performance measures.

**Community Engagement**, including use of the web portal to engage stakeholders and further dialogue on the regional vision and plan.

**Provide support for grant renewal and/or leverage of funds**, including work with evaluators to create online and hard copy data visualization and other reports as needed. Support efforts of Partnership in outreach to funders and development of funding proposals.

**Months 31-36 - WEBSITE/PORTAL MAINTENANCE PHASE 2 (6 MONTHS)**

**Website/Portal Continuous Improvement and Maintenance**, including content creation via photography, videography, editing, webhosting and social media, plus support and staff training for balance of contract.

**Continue to Build** indicators section/page. Work with consortium partners to follow up on regional report card and use the website to communicate the regional vision and plan. Provide updated versions of the regional report card, utilizing data, data visualization, benchmarks, indicators and performance measures.

**Provide support for grant renewal and/or leverage of funds**, including work with evaluators to create online and hard copy data visualization and other reports as needed. Support efforts of Partnership in outreach to funders and development of funding proposals.